

The Seller's *Guide*

A comprehensive resource
to get your home ready for
the market



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INTRODUCTION

THE GUIDE FOR SELLING YOUR HOME

Selling or buying a home is the largest transaction most of us ever become involved in. Yet people sometimes take less time thinking it over than they do when buying a new car. That's because it's unfamiliar territory to many of us. We don't all understand the process. We don't know what questions to ask. We may take things for granted, rely on others when we shouldn't, and sometimes later wish we had known more about the process involved.

This package has been designed with the purpose of making you feel comfortable, involved and informed about selling your home. By providing you with the right information you will be able to make informed decisions based on facts, not hype.



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I pride myself on being timely, detail oriented, responsive, and trustworthy. Having firsthand knowledge in all aspects of the home building trades allows me to adequately assist my clients. Working with each client individually, I take the time to understand unique needs and lifestyle. I work hard to learn what's important to you and handle every detail of the process, from negotiating the terms of sale to recommending moving companies.

Before becoming a REALTOR®, I worked for a fortune 500 company in the oil and gas service industry for many years and later founded and operated an IT support company. This invaluable work experience instilled in me certain management skills, customer service skills, and attention to detail needed to help clients through the tedious processes of purchasing and selling a home.

I am excited to get started with you on your new home!



WORKING FOR YOU, BEHIND THE SCENES

You might assume that your agent's job is to help find a buyer for your home. But that's only one facet of my job. There are many other tasks that I perform on your behalf.

I will:

Explain Basic Real Estate Principles

- The process of selling a home
- Agency relationships
- The purchase and sale agreement

Research Your Home's Value

- Provide you with a comprehensive Comparative Market Analysis (CMA)
- Assist you in determining a price that will provide you with the highest return in the shortest period of time

Market Your Property

- Assist you in preparing your home for a good first impression
- Market your home to buyers and other agents working with buyers who are looking for homes in your price range
- Keep you up-to-date on current market activity so you can make informed decisions

Negotiate the Purchase

- Assist you in working through the purchase and sale agreement
- Negotiate with the buyer and buyer's agent on your behalf
- Track contingencies and make certain contract deadlines are met

Help Close the Transaction

- Work with the escrow company to ensure all the documents needed are in order and are completed in a timely manner



3 STEPS TO A SUCCESSFUL SALE

CHOOSE A REAL ESTATE PROFESSIONAL YOU CAN TRUST

1

Selling your home requires a professional who has a thorough understanding of how to market a property and analytical skills to interpret detailed information about competing homes, recent sales, as well as explain possible reasons why homes that didn't sell were "failures." You must have confidence in your agent's abilities, accept their expert opinion and come to a conclusion as a team about pricing, desired timing of the sale, and how best to prepare your home for market.

PREPARE YOURSELF AND YOUR FAMILY

2

Once you have decided to list and sell your home, it is a good idea to think of it as already belonging to someone else. Continuing to think of it as "the family home" with all the memories you have created while living there will only serve to hold you back – time to let go and move on. Once you see the house as a product to be sold, it becomes less personal, and much more about business and money.

LEARN WHAT YOU CAN AND HAVE REALISTIC EXPECTATIONS

3

It helps to know what is happening. Take time to become familiar with the current real estate market around you. The more you learn and understand about the competitive nature of home sales, the easier the process will be in getting your home sold. Having realistic expectations and knowing how to present your property will lead you to a successful sale.



What's Best for *You*?

What's best for you may not be what's best for everyone else. Such is the case when selling your home. As with anyone that places their trust in another, a confidence must exist in knowing your real estate agent understands your concerns and objectives. Only by fully understanding your position can the agent focus on areas of importance to meet your objective.

MEETING YOUR OBJECTIVES

Why do you want to sell and what do you expect to accomplish from the sale? Sellers often have many objectives that must be met. They often want the most money they can possibly get for their home.

This is so important that it often overshadows other key objectives:

SHORTEST TIME

Sellers want their home sold in the least amount of time possible. This often conflicts with the desire of selling for top dollar. Typically selling at a higher price takes longer.

LITTLE INCONVENIENCE

Selling a home is often stressful and requires constant attention. While your home is on the market, you'll likely feel out of place and want the process to end as soon as possible.

SECURITY

You will want to know that all the details regarding the sale of your home will be handled, that you are in competent hands, and protecting your interest is of utmost importance.

Thought, planning, and commitment

Whether it is a choice or necessity, the selling process is often filled with challenging decisions and a wide range of emotions. Apart from selecting the right real estate agent to provide objectivity and experience, how you approach the sale of your home can significantly impact the number of obstacles you encounter and whether or not you consider the experience a success. Your mind-set alone will affect the vast majority of decisions that must be made with respect to condition, price, promotion, and negotiation of offers.



What to Look for in a Real Estate Agent

KNOWLEDGE, EXPERTISE, & RESOURCEFULNESS

Selling and buying a home are important and exciting events. It is also a difficult process that involves specialized knowledge and skills. Buyers and sellers look to experienced real estate professionals for their knowledge, expertise, and resources to guide them through a successful purchase or sale. Place your trust in an agent who is knowledgeable about all aspects of the home selling process, is well prepared and reputable.

RAPPORT AND INTEGRITY

Rapport and integrity are essential characteristics in order for people to place their trust in a real estate expert. You either feel comfortable or you don't; rapport is the feeling you have of being connected with another person. A consumers' strongest perception of satisfaction and loyalty to an agent relates to how comfortable they are with the agent over the course of the relationship. Choosing an agent you feel comfortable with, one with whom you have a rapport, will go a long way towards a successful and satisfying experience.



The Mark of a REALTOR®

A real estate agent is licensed by the state to represent parties in the sale and transfer of real property. Every REALTOR® is a real estate agent, but not every real estate agent is a REALTOR®.

REALTOR®

A REALTOR® is a licensed real estate agent and a member of the National Association of Realtors, a real estate trade association. REALTORS® also belong to their local and state board of REALTORS®. They have a wealth of information available at their disposal, including the Multiple Listing Service (MLS) and continuing education. REALTORS® agree to abide by a 17-article Code of Ethics and strive for the height of professionalism.

Excerpt from the Preamble to the REALTORS® Code of Ethics:

The term REALTOR® has come to connote competency, fairness, and high integrity resulting from adherence to a lofty ideal of moral conduct in business relations. No inducement of profit and no instruction from clients can ever justify departure from this ideal. In the interpretation of this obligation, REALTORS® can take no safer guide than that which has been handed down through the centuries, embodied in the Golden Rule, "Whatsoever ye would that others should do to you, do ye even so to them."

6 Reasons to Work with a REALTOR®



Navigate a Complicated Process

A knowledgeable expert will help you prepare the best deal, and avoid delays or costly mistakes.



Negotiating Skills

There are many negotiating factors, including but not limited to price, financing, terms, date of possession, and inclusion or exclusion of repairs, furnishings, or equipment. Your agent can advise you as to which investigations and inspections are recommended or required.



Property Marketing Power

Real estate doesn't sell due to advertising alone. In fact, a large share of real estate sales comes as the result of a practitioner's contacts through previous clients, referrals, friends, and family.



Someone Who Speaks the Language

If you don't know a CMA from a PUD, you can understand why it's important to work with a professional who is immersed in the industry and knows the real estate language.



Experience

Most people buy and sell only a few homes in a lifetime, usually with quite a few years in between each purchase. Even if you have done it before, laws and regulations change. Realtors®, on the other hand, handle hundreds of real estate transactions over the course of their career. Having an expert on your side is critical.



Objective Voice

For most people, a home is the biggest purchase they'll ever make. Having a concerned, but objective, third party helps you stay focused on the issues most important to you.



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We're in the business of selling houses. But more importantly, we're helping people find a place they can call home.

We understand that you are hardworking and that buying or selling your home is one of the most important decisions you will ever make. We are eager to work with you and help achieve your goals in navigating the Atlanta Real Estate market.

WHY REALTORS CHOOSE *Atlanta Communities*

Atlanta Communities recognizes our greatest assets are our Realtors®, sales associates, managers, supporting staff and owners with whom we hope to sustain mutually satisfying, productive and lasting relationships. We place high priority on their growth, development and job satisfaction. We seek trust and mutual respect in each of our relationships.

Atlanta Communities is committed to being a leader among our peer firms. Our wish is to foster teamwork while reserving the freedom each of us needs to satisfy buyers and sellers and find personal satisfaction.

We serve communities throughout Metro Atlanta and, through our affiliations, we can connect our clients with trustworthy Realtors® to neighborhoods across the country.



Why You Should Too

We hire the best people. Give them the best tools. Create a professional approach. This simple philosophy is the cornerstone to the growth and success Atlanta Communities has earned. Our agents are raising the bar on how we meet the needs of buyers and sellers.

Our associates are the primary component to our success and growth. We've worked very hard over the years to build our reputation as a company whose representatives are fair, honest, knowledgeable and genuinely care about

their clients and the communities we are fortunate to call home.

At Atlanta Communities, we work as a team. Our agents are supported by an expert staff of real estate professionals who are trained to make selling a home a smooth and pleasant experience. Armed with the most advanced technology and the highest ethical practices, we can facilitate the sales process with our comprehensive array of services.

AWARDS & RECOGNITIONS

Recipient of the Atlanta Business Chronicle's Pacesetter Award for being one of the 100 fastest growing privately held companies in Atlanta.

Youngest firm to make the Atlanta Business Chronicle's Top 10 List of Residential Real Estate Organizations.

Named in the Real Trends 500 as one of the top 100 Residential Real Estate firms in the nation.

Earned the prestigious Inc. 5000 Award as one of America's fastest growing privately held companies.

Key Questions to Ask When Selling

Q: What do you think my home will sell for (in this market)?

A: Conducting a thorough market analysis of homes similar to yours that sold, are currently for sale and those that failed to sell will provide a good indication of the direction the market is headed and help in determining a fair market value of your home.

Q: When is the best time to put my home on the market ?


A: Regardless if you have a choice or not of when to put your house on the market, you should ask. Most real estate agents skirt around this question by offering a generic answer such as "If the home is priced right then it will sell any time of the year" or "Right now is a great time." Assumptions are often made with thinking that spring and late summer are the better time frames for selling. However, upon analysis, you might find that your particular area or neighborhood may have a different selling pattern. Taking this information in to account could help with setting expectations and planning marketing strategies for best impact.

Q: How long do you think it will take to sell my home ?

A: This depends on the current state of the real estate market. If it's a Seller's Market, then a quick look at the average selling time for homes in the area might give a clear indication. In a Buyer's Market, the timing is more difficult to ascertain and depends on two key factors:

The real estate agent's ability to properly evaluate the property in comparison to the competition and then provide the sellers with an accurate market analysis of his/her findings;

The sellers being proactive with the information in terms of establishing an asking price and preparing the home for sale.



There are 2 major factors in selling your home:

Price Effective Marketing

Because your home is not the only one on the market, pricing it comparably to the market is vital to getting it sold. Without a doubt, the price of the home plays the biggest role in the buyer's decision.

The price you ask for your home should be determined based on its fair market value.

The desired end result is to find a price that will attract a willing and able buyer in a reasonable time.

Prepare a Comparable Market Analysis

The comparable market analysis (CMA), among other tools, is used to determine how your home compares to others currently on the market, those recently sold, and those that failed to sell. The CMA aids in making factual comparisons between properties that are qualified and quantified.

Report on Local Market Price Indices

In our pricing research, we utilize many other reports, studies, and surveys to give you a more intricate insight into your home's value: from detailed figures on how long it takes homes to sell in certain markets to what types of properties home buyers are most enthusiastic about purchasing.

Evaluate Local Market Real Estate Trends

Since the beginning of time, real estate markets have proven to be fluid. As a result, real estate analytics and the related market intelligence are needed more than ever to make informed and optimal decisions. We track, analyze and report the latest real estate trends so you know where the market is headed.

Having an Effective Marketing Plan

We utilize a marketing mix - the four P's of marketing, that help our clients gain advantage within the marketplace. The 4 P's are put in place to help maximize the selling potential of your home. The 4 P's include price, product, placement, and promotion.

The Purpose of the Four P's

The four P's are a tried-and-true formula for developing an effective marketing plan. We have a specific strategy or "marketing mix" that satisfies both the needs of our clients and those of the buyers.

Effective Marketing Doesn't Just Happen

We follow a careful plan when implementing our marketing strategies. This dramatically improves your chances of meeting your goals in the desired time frame.

THE TALE BETWEEN TWO MARKETS

No matter how experienced you are with the process of selling a home, local market conditions will always influence how long it takes to sell and at what price. Familiarize yourself with the market and plan a strategy accordingly.

BUYER'S MARKET

In a Buyer's Market, the supply of homes for sale outpaces buyer's demand. The excess inventory relieves the pressure of buyers feeling they have to buy right away. In fact, most buyers tend to procrastinate in hopes that the market will soften even more. This, in turn, forces the motivated seller to drop his price below market value in order to sell. This creates downward pressure on prices and often forces sellers to accept less for their home than they would otherwise like.

SIGNS OF A BUYER'S MARKET

Offers on properties are sparse

Prices decline due to lack of demand

Anxiety, denial, fear, desperation, panic – all emotions that sellers are likely to face

Days-on-market (DOM) lengthen considerably

Inventory levels increase substantially



Are you in a buyer's market? That's not necessarily a reason to hold off on selling. It just becomes that much more important that you enter the market with a clear understanding of what's needed to position your home in front of the competition. Sellers who get it right are still closing deals at prices that satisfy all of the parties involved in the transaction.

the real estate market is created one **”**
property at a time



SELLER'S MARKET

In a Seller's Market, the demand for homes exceeds the supply of available properties for sale. Sellers often attempt to capitalize during this time by raising prices and becoming less flexible in negotiations. Buyers, on the other hand, naturally will attempt to resist this pressure. Their decision to buy ultimately rests with their ability to afford the higher prices combined with their expectations of the future of the housing market.

SIGNS OF A SELLER'S MARKET

Prices are appreciating

Inventory levels are low

There are multiple offers on properties

There are a short number of days-on-market (DOM)

There is optimism and excitement

In a Seller's Market sellers can pretty much get the price they want since there are so many buyers who want to buy properties before prices go higher.

IMPORTANCE OF INTELLIGENT PRICING



ASKING PRICE ACTIVITY

Determining the best asking price for a home can be one of the most challenging aspects of selling a home. It is also one of the most important.

Benefits of proper pricing

Less time on the market

If your home is priced right, it will reduce the time it stays on the market, saving you carrying costs, mortgage payments and monthly maintenance expenses, along with the time and trouble of keeping your home in "show condition."

Attracts agents and qualified buyers

At a fair market price, agents become a part of your marketing strategy because they enthusiastically promote your home to other agents and buyers. Agents want houses they can sell – not justify.

More money to you

Starting at a higher asking price "just to see what happens" is a waste of time. If your home is priced right, there will be no need to reduce it later. You will net more after the sale in reduced carrying costs and less time rejecting ineffective offers.

Effects of overpricing

Lengthens market time

If your home spends too much time on the market, the price it will be able to command often decreases. The time it spends on the market can encourage buyers to become more aggressive in negotiations.

Lowers agent and buyer interest

Overpricing attracts the wrong buyers. If your home is overpriced, buyers will simply skip it and move on to the next home, particularly in a buyers' market when there is an abundance of homes on the market.

Reduces net profits

The additional carrying cost incurred during the home's market time often results in the seller netting less than if it had been priced competitively from the start.

PRICING CORRECTLY AT MARKET VALUE

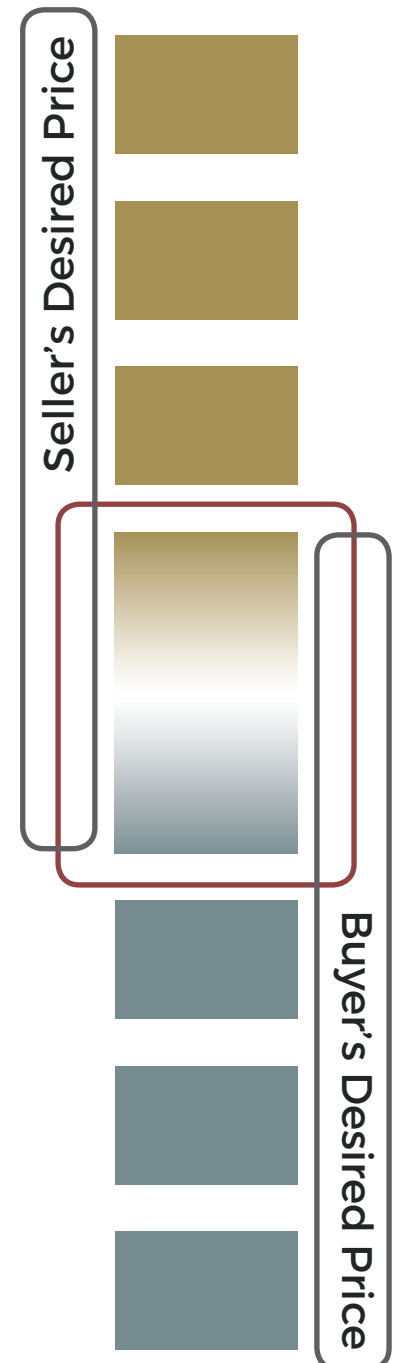


If your home is listed at a price that is above market value, you will miss out on prospective buyers who would otherwise be prime candidates to purchase your home. If you list at a price that is below market value, you will ultimately sell for a price that is not the optimum value for your home.

By pricing your property at market value, you expose it to a much greater percentage of prospective buyers. This increases your chance for a sale while ensuring a final sale price that properly reflects the market value of your home.

Another critical factor to keep in mind when pricing your home is timing. A property attracts the most attention, excitement and interest from the real estate community and potential buyers when it is first listed on the market. Improper pricing at the initial listing misses out on this peak interest period and may result in your property languishing on the market. This may lead to a below market value sale price, or, even worse, no sale at all.

Get your pricing strategy for your home wrong and you will create a problem you may never overcome. Get it right and you will dramatically increase the likelihood of attracting solid offers and ultimately receiving top dollar.



A LOOK AT MARKETING YOUR HOME

What sellers often think of as marketing is what they see on a daily basis: real estate signs, open houses, home magazines, flyers, and websites. What they often fail to recognize is the effort that goes into implementing what they see.

Effective marketing requires proper analysis, planning, execution, and evaluation of each message and marketing tool.

The marketing plan must take into account the current market, the competitive landscape, potential buyers, and include a strategy to maximize exposure for your home using the most effective methods and advertising tools.

When you actively participate in the marketing process to sell your home, you have a better chance at having it sold faster and close to your asking price.

Follow local market trends in the news. Drive through your neighborhood or subdivision, visit competing open houses, and read listings in print and online so you understand how your home stacks up against the competition. Be ruthlessly realistic when pricing. Be proactive in cleaning, staging, and maintaining your home for showing. If your buyer is profiled as retired or empty nesters, clear away the toys. If your home is a perfect starter home, make it look spacious by clearing out most of the furniture.

Marketing your home takes more than hanging a sign and placing a few pictures on the internet. It takes time, thought and energy, and that is where our expertise and your involvement comes together in planning and executing the perfect marketing strategy to getting your home sold.

Real Estate Agents and the Multiple Listing Service(MLS)

Features and benefits of the Multiple Listing Service

When you agree to work with me, I will immediately list your home with both of our area local Multiple Listing Services (MLS). Not all agents participate and utilize both MLS', many choose to work with only one. This means that complete information about your home can be accessed by any licensed agent in either system. Since nine out of ten buyers use an agent in their home search process, choosing to list your home in both MLS' offers agents the ability to find and share your home with buyers.



THE INTERNET

More destinations, more prospective buyers

To reach the most number of prospective buyers, real estate marketing must be Web-based and utilize the most advanced tools and services available, providing easy to use search features, a variety of photo and video uploads, and plenty of room for descriptive text.

Buyers expect detail when they search the Internet – lots of detail! We are dedicated to providing our clients with unsurpassed Internet exposure, utilizing the most appealing services available to ensure maximum exposure 24 hours a day, 7 days a week. Our knowledge and use of these resources can help generate interest and inquiries about your home.



To assure maximum exposure of your home throughout the real estate marketplace, your property listing information is syndicated to the most popular classified sites and real estate portals.

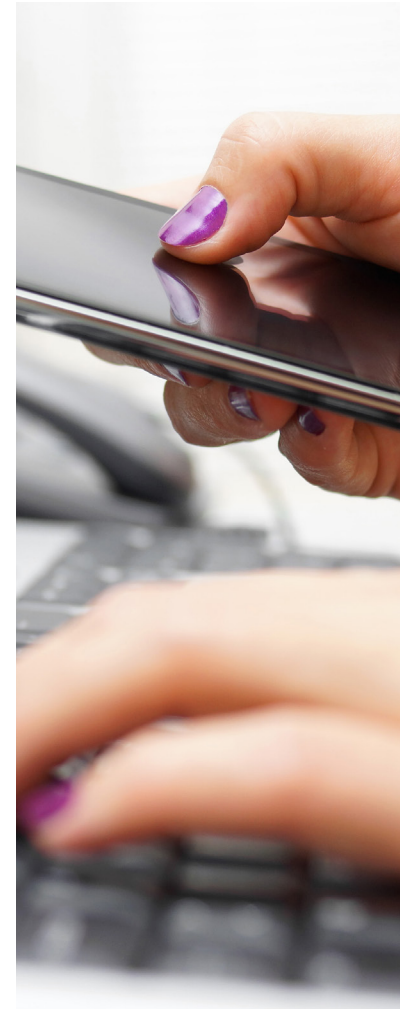


Dramatic Online Exposure

Giving buyers more of what they want

What information do buyers seek when they search for homes online? In a recent survey by the National Association of Realtors, 80% of respondents ranked detailed information and photos as very useful features, and two-thirds of those surveyed cited virtual tours as an important feature in their searches. Less important to online shoppers were the lists of scheduled open houses and recently sold properties. Rich detail and descriptive phrases about your home are important in online listings. Interior photos, room by room video tours, and exterior images help define and narrow online searches.

	VERY USEFUL	SOMEWHAT USEFUL	NOT USEFUL	DID NOT USE/ NOT AVAILABLE
photos	86%	12%	1%	1%
detailed information about properties for sale	84%	14%	1%	1%
virtual tours	68%	24%	4%	5%
real estate agents contact information	45%	36%	10%	9%
neighborhood information	44%	41%	8%	8%
interactive maps	43%	35%	11%	11%
pending sales/contract sales	31%	37%	16%	16%
detailed information about recently sold properties	26%	42%	17%	16%
information about upcoming open houses	21%	38%	20%	21%



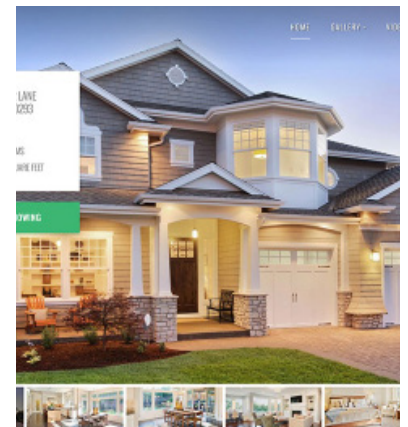
Single Property Website

Showcased with the most advanced real estate technology available

Single Property Websites are an innovative way to highlight the key features of your home. I use a unique web address (like www.123MainStreet.com) and populate the site with media rich content about the property.

This digital property flyer can include numerous photos, a virtual tour, a Google map, WalkScore, and community/school information. A "Share This" function makes it easy to forward the Property Website to interested agents and buyers.

And with a single click, site visitors can contact me directly. Homes with their own Property Website reach more buyers and often sell faster than those without a website.



Objectives for Online Marketing

1

Reach the widest audience of potential buyers

FROM THE INTERNET... TO YOUR DOOR



Knowing the challenges buyers face can provide you with opportunities to make your home more attractive to them.

A vast majority of buyers rely on the Internet to search for homes and narrow their choices prior to making an appointment to physically see the home. Insuring that a property stands out on the Web is critical. A variety of sharp photos, feature descriptions, and benefit wording can draw buyer attention.

Online visitors take action when they find a listing of interest to them. Of all buyers who liked a particular home they found online, 77% of them either drove past the property or arranged a showing. Proving the power of a well-crafted online listing, a majority of them (63%) walked through the home they had viewed online.

These percentages represent people that may never have crossed your threshold, except for the pictures and descriptions posted on a real estate web site. The Web brings your home to life and brings people to your door. Buyers feel empowered by viewing online home descriptions, because THEY make a decision about what they want to see – and that helps them feel in control.

	ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS
* drove by or viewed a home	77%	78%	77%
* walked through a home viewed online	63%	63%	63%
* found the agent used to search for or buy a home	27%	28%	27%
* requested more information	24%	29%	21%
* pre-qualified for a mortgage online	9%	11%	8%
* contacted builder or developer	9%	6%	11%
* applied for a mortgage online	6%	7%	5%
* found a mortgage lender online	4%	5%	3%

2 Produce activity to attract the best buyer willing to meet your terms, price and desired closing date

3 Monitor traffic that results from the online marketing plan

4 Study the results and adjust accordingly to get your home SOLD

LEADING EDGE TECHNOLOGY



Social Networking

Buyers are actively using social networking sites to learn about the area they live in. They take advantage of social media to find answers and stay up-to-date with the latest news and trends. I understand these tools and will leverage these sites to make your property more visible and attractive to the modern buyer.



Mobile Marketing

We are a society "on the go." A homebuyer can use a smart phone to search for properties, watch home and neighborhood tours on YouTube and engage in social marketing. To reach this moving market, I deliver real estate information to cell phones using text messages and the mobile internet.



Open Houses

According to a national survey*, more than 52 percent of buyers use open houses as an information source when looking for a home. You'll want to take advantage of this exposure and I will work with you through the process of preparing your home for the event. I will promote your open house online, in print and through personal networking.



Print Marketing

Print marketing is a great way to communicate your homes unique value. I use a variety of media to reach multiple avenues of interested to interested buyers.

Property Brochures

Stunning photography and key property features on a beautifully designed Property Brochure.

Direct Mail

Custom postcards and letters sent directly to the hands of neighbors, key prospects and real estate agents.

Distinctive Signage

Distinctive Signage highlights homes for sale.

Sign riders with website and text options make it easy for buyers to get more information



the Voice Pad Strategy

No matter how prominent a real estate sign is, it can't give buyers the information they want. Not all buyers are inclined to call an agent, or read the information from a property flyer sheet. They would much rather have quick access to the information right on their phone.

With Voice Pad Technology, we give buyers information right when they want it. No waiting until they get home to a computer, or the need to call an agent. Voice Pad gives them the complete details of your home simply by calling a local number. Information that is on the Multiple Listing Service is readily available on their mobile device within seconds of dialing the phone number.



PROPERTY INFO by Touch-Tone (IVR) & Text. Home buyers receive information on your listings by calling the VoicePad phone number, entering your property code and listening to an automated, high-quality audio recording.



BILINGUAL PROPERTY PRESENTATIONS. VoicePad automatically assembles in both English and Spanish.



LINK TO ENHANCED MOBILE WEBSITE. While on the phone call, home buyers can also request a text link to your property webpage



LOCAL PHONE NUMBER with Simultaneous Ring If home buyers want to speak to me, or a member of my team immediately, VoicePad calls and connects me with the buyer.



SOCIAL MEDIA POSTING. With enhanced technology, we post your property to our Social Media sites automatically.



At the curb, when it matters most.

Delivering property information on all mobile devices by phone, text and mobile web.

PICTURE PERFECT

Buyers are more apt to see a home in person after liking what they see online.

When searching for a home, buyers make decisions about what to go see in person based on what they see online and in print. If a home is being advertised without multiple property photos, it is being overlooked 75% of the time. You might do everything else needed in an effort to get your home noticed, but if you don't have multiple, high quality photos, it won't stand out, and likely not remembered.



Multiple, High Quality property photos get your home noticed.

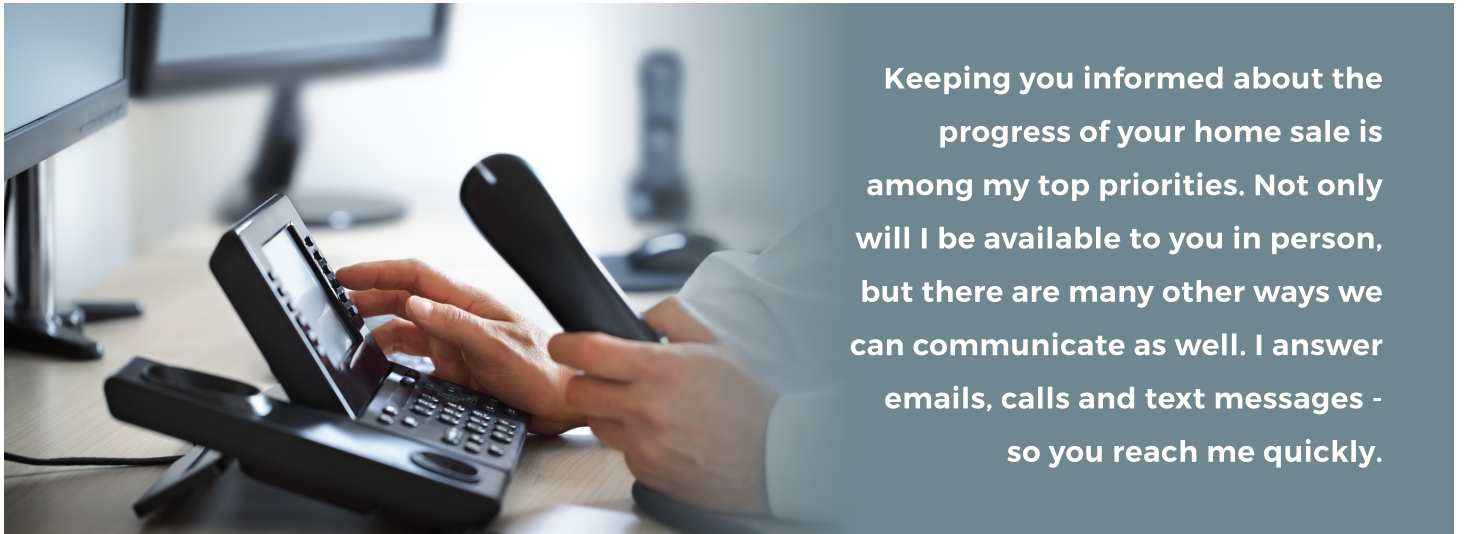
We understand how buyers think and where they look to find their perfect home. 87% of buyers begin their search for homes on the internet, and most buyers click through the pictures before reading descriptions. We work hard on all accounts to have our properties be the ones that buyers stop and spend time looking. We do this by providing the maximum number of photos allowed.

We also appreciate the differences between a typical photo, and that of a professional photo. Our photos are shot by a professional architectural photographer who knows how to capture the eye of the buyer, and having them wanting to see more.

Today's homeowners overwhelmingly report that photos and videos are the most important features they use when searching for a home. Together, they can increase the perceived value of a property by nearly 20%.



COMMUNICATION



Keeping you informed about the progress of your home sale is among my top priorities. Not only will I be available to you in person, but there are many other ways we can communicate as well. I answer emails, calls and text messages - so you reach me quickly.

Communicating effectively with our clients is essential for any successful real estate transaction. In today's complex and fast-moving world, it's also one of the biggest challenges. We are all busy juggling careers and personal lives, and time is in short supply. Fortunately, there are a variety of communication vehicles available to deliver you the information that is important to the sale of your home.

Most importantly, we prepare all messages with you in mind. If you can't understand the purpose or its meaning, then communication doesn't happen. This often can be summed up in phrases like these: "I thought you meant..." or "No, what I meant was..." We will do our best to not send you confusing messages or use real estate jargon that is ambiguous.

We work closely with our clients to identify each preferred means of communication, and the frequency. This is done with the sole purpose of keeping you informed.

